



EVALUATION BRIEF DIGITAL LEARNING RESOURCES

IWM (Imperial War Museums) is seeking to appoint an external evaluator to deliver evaluation of their new digital learning resources soon to be available through IWM.org.uk. The findings from this evaluation will be used by IWM to determine the success of these resources and inform future development.

IWM

IWM tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since 1914. Our unique Collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches are IWM London, with six floors of exhibitions and displays; IWM North, housed in an iconic award-winning building designed by Daniel Libeskind; IWM Duxford, a world renowned aviation museum and Britain's best preserved war-time airfield; Churchill War Rooms, housed in Churchill's secret headquarters below Whitehall and the Second World War cruiser HMS *Belfast*.

First World War Centenary

2014-2018 marks 100 years since the First World War. This was not only a pivotal time in world history but also marks the beginning of IWM's history – the museum was originally established in 1917 to collect and display material relating to the Great War, which was still being fought. IWM will mark the occasion through a vibrant four-year cultural programme that includes the opening of the new permanent First World War galleries at IWM London, an exhibition at IWM North, learning activities in all five branches, loans to other museums and institutions, broadcasting, retail products, publications and digital projects.

Digital Learning Resources

As part of the First World War Centenary, IWM is developing a number of new digital learning resources primarily aimed at secondary aged pupils from the UK, and beyond, including Australia, Canada, India, New Zealand and South Africa.

We have researched international schools curricula to ensure that the resources will appeal to a national audience, whilst also supporting the UK schools curricula and ensuring that students are introduced to lesser known elements of the War, such as the War in Africa. These resources will be available through IWM.org.uk from September 2013. IWM will release new resources throughout the centenary, staggering the material and ensuring that the release of new work coincides with key events such as the anniversary of the Battle of the Somme in 2016.

In 2012 we consulted secondary school teachers to determine the format that these new resources should take. Using art, sound, film, photographs and manuscripts from the museum's archives

these media rich resources will take the form of a 'bank' of digitised content which can be used by teachers in the classroom and by students at home.

All objects will include a small piece of interpretive text in age appropriate language for young people. These captions will be just as relevant for learners in school as those discovering the material in their own time, but will include associated teachers' notes with ideas for how they can be used in the classroom.

IWM will create five resources for distribution in 2014 – with the themes of, the causes of the conflict, recruitment and conscription, the nature of warfare, the importance of new technologies and Remembrance, and three per annum for 2015, 2016, 2017 and 2018.

Purpose of evaluation

- § To determine if the resources are meeting their learning outcomes, if and how teachers (in the UK and internationally) are using them and how useful they are in terms of content, format and subject links.
- § To determine what, if any, changes should be made to them.
- § To inform the development of future digital learning resources.

Evaluation budget

The budget for this work is £8000 (excluding VAT) to include fee and all expenses.

Focus of evaluation and evaluation objectives

| What we want to find out? | From whom? | When? | Type of 'evaluation' | Who is the information for? |
|---|--|--|----------------------|-----------------------------|
| Who is using the resources? § Key stage/year group § New teachers/ experienced teachers? § Non-teachers? § History teachers? § Other subjects? § Where from? (UK, Canada, Australasia, India, South Africa) | Users of the resources. Resources are targeted specifically at history teachers from the UK and internationally | Periodically, repeat every year or every 2 years until 2018? | Profiling | Marketing SMT |
| Are the resources meeting their learning outcomes? Do our desired outcomes match those of target teachers? If not how can we change our resources to better meet their needs? | History teachers | Once per resource – ideally as part of this piece of work but might need to wait until the resources are more established. If so plans and resources will need to be produced for in | Evaluation | Project team |

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|--|----------------------|---|--------------|---|
| | | house data collection | | |
| How are teachers using the resources? § Are they using them in the classroom with their students? § Are they using them for personal development or prep? § Are they using the resources as they are or editing them? | History teachers | Periodically between 2013 and 2018 – ideally as part of this piece of work but might need to wait until the resources are more established. If so plans and resources will need to be produced for in house data collection | Evaluation | Project team |
| Are students/young people accessing the resources independently of school? | History students | Periodically, repeat every year or every 2 years until 2018? | Monitoring | Project team Learning teams |
| Do teachers find the resources useful? § Content § Format § Subject links | History teachers | Straight away and repeated as new resources are developed | Evaluation | Project team |
| How could you use these resources? What would make them more useful to you? | Non-history teachers | Non-priority but planned in | Consultation | Project teams Learning teams SMT – advocating widening audience |
| What other resources would be useful? | Resource users | Straight away and then periodically from 2013-2018 | Consultation | Project team Learning teams |
| Are the learning resources distinguishable from other content on the website e.g. history articles | Teachers | Straight away | Evaluation | Project Team Digital Media |

Project Approach

We are open to proposals on how best to carry out the work. We envisage that the approach will include a combination of methods so that we get more reliable results. We encourage consultants to put forward their own suggestions as to how to conduct the work. The project team and the selected consultant will make the final decisions on methodology, sample size and approach.

Evaluator's responsibilities

- § Develop evaluation plan and methodology in consultation with IWM staff
- § Recruit participants for the evaluation, including teachers from the UK and internationally
- § To collect all data, whether through survey, focus group, interview or other methods
- § To analyse the data
- § To make recommendations from the outcomes of the evaluation
- § To manage the evaluation process including the coordination, and administration of all logistics and arrangements associated with data collection
- § To provide the opportunity for IWM staff to comment on a hard-copy of the draft report
- § To deliver a user friendly final evaluation report, including a 2 page summary and all raw data gathered from the evaluation
- § To lead a discussion with IWM staff on the findings of the final report and outline possible ways forward

What IWM can provide

- § 3 teacher events will take place during the Autumn term. The newly launched digital learning resources will be available for teachers to view and comment on at these events. These will be an opportunity for the evaluation consultant to meet a range of teachers.
 - Wednesday 18 September 2013 at IWM North (evening event)
 - Tuesday 29 October 2013 at IWM London (daytime event)
 - Date tbc at IWM Duxford
- § Google Analytics data for relevant webpages.
- § A copy of the teacher consultation conducted in 2012 which informed the development of these resources.

Deliverables and timetable

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| Meet with the project team (CK and HG) to agree the evaluation methodology | After 20 August and before September 2013 |
| Produce a detailed evaluation plan and methodology | Before Monday 2 September 2013 |
| Teachers evening at IWM North | Wednesday 18 September 2013 (evening) |
| Teachers event at IWM London | Tuesday 29 October 2013 (daytime) |
| Teachers event at IWM Duxford | Tbc |
| Draft report | end of January 2014 |
| Plan and resources for IWM to conduct future evaluation of the resources. Included in their brief but beyond the timescale. This might include, but is not limited to, survey question to be repeated, contact details of teachers involved to be contacted again at a later date. | end of January 2014 |
| Presenting findings to group of key internal stakeholders | February 2014 |
| Final report including 2 page summary – which can be shared externally as well as internally – and all raw data | end of February 2014 |

Response to the brief

Please submit a written response to the brief, outlining:

- § The proposed project approach and methodology
- § The allocation of the budget
- § Any support that you might need from IWM staff

Please send your responses via e-mail to Charlie Keitch ckeitch@iwm.org.uk and Hannah Guthrie hquthrie@iwm.org.uk by 9 AM on Monday 22 July 2013

Selection process

The responses will be assessed through the written submission and possibly a follow-up informal discussion in the week beginning Monday 5 August. We aim to have appointed an evaluator by Friday 9 August. A contract will then be issued.

Contacts

If you would like an informal discussion around the information contained in this brief, please e-mail or call Charlie Keitch, Digital Learning Officer, on 020 7091 3152 or Hannah Guthrie, National and International Programmes and Projects Manager on 020 7091 3192.